

ORDER



WOOD

Orders
Order / Rev: 216610
Alt Order #: 6866894
Product Desc: JUSTIN AMASH FOR
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Amash For Congress
Demographic: A35+
Product Codes: PL1
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16641
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$5,725.00	\$4,866.25
10/29/12	10/30/12	3	\$2,550.00	\$2,167.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$5,725.00	\$4,866.25	0.00
November 2012	3	\$2,550.00	\$2,167.50	0.00
Totals	10	\$8,275.00	\$7,033.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/26/12	10/26/12	6am Daybreak 6am Daybreak	CM	6-7a	----F--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$650.00		0.00			
E 2	WOOD	10/30/12	10/30/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$650.00		0.00			
E 3	WOOD	10/25/12	10/25/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	---T---	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
				5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$1,150.00		0.00			
E 4	WOOD	10/24/12	10/24/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--W----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
				530P NES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$1,150.00		0.00			
E 5	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
				530P NES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/24/12 - 10/30/12

Advertiser: POL/Amash For Congress
 Product Desc: JUSTIN AMASH FOR
 Estimate: **WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p 530P NES	CM	530-6p	M-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1		\$1,150.00		0.00					
E 6	WOOD	10/25/12	10/25/12	M-F 7-730p Inside Edition INSIDE EDIT	CM	7-730p	---T---	:30	1	\$750.00	P3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	---T---		1		\$750.00		0.00					
E 7	WOOD	10/29/12	10/29/12	M-F 7-730p Inside Edition INSIDE EDIT	CM	7-730p	M-----	:30	1	\$750.00	P3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-----		1		\$750.00		0.00					
E 8	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday SAT TODAY	CM	758-10a	-----S-	:30	1	\$675.00	P3	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S-		1		\$675.00		0.00					
E 9	WOOD	10/27/12	10/27/12	Sat 6p News 8 Sat News 8 @6p NEWS	CM	6-630p	-----S-	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S-		1		\$600.00		0.00					
E 10	WOOD	10/28/12	10/28/12	Sun 6p News 8 Sun News 8 @6p NEWS	CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S		1		\$750.00		0.00					
Totals													10	\$8,275.00	